Civilian Marines

Support Our Marines. Be Part of the Team.

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Welcome

- Introductions
- Our Purpose
- The Civilian Workforce Campaign Plan
- Expectations
- Conclusion

Why We're Here

- To get the word out on civilian workforce development
- To familiarize you with the Marine Corps Civilian Workforce Campaign Plan
- To seek commitments for working together to improve civilian professional development
  - This is a team effort:
    - HQMC Leadership
    - Base/Station Commanders
    - Supervisors
    - Civilian Marines
  - Need to find out how to maintain civilians' relevance to the Marine Corps

Why We're Here

- This is our opportunity to collect your impressions; what's important to you?
- We want to share with you an overview of:
  - The DoN's Civilian Career Management effort
  - The USMC Civilian Career & Leadership Development
  - The Information Technology Management Community of Interest
- State up front:

***We cannot make* our civilians pursue career development. We can only provide the means and the incentives for civilians to *make themselves* invest in their own careers.**

What We Are Trying To Fix?

- Survey Results…
  - Civilians perceive they are not viewed as peer-partners
  - Military perceive limited civilian buy-in to the Marine Corps ethos
  - Perceived lack of institutional support for training and development
  - Current performance management system seen to be ineffective
  - Limited access to HR expertise
  - Maturing workforce risks knowledge drain
  - Need to break loose stagnant workforce by increasing mobility

ogrammatic approach to civilian development and manage

What We've Done So Far…

- White Letter No. 4-00 (JUN 00)
  - Announced establishment of the Civilian Career Advocacy Board (CCAB)
- Establishment of the Civilian Career and Leadership Development (CCLD) Program
  - CCLD Branch at HQMC Manpower & Reserve Affairs
- CMC Naval Message R 242117Z (AUG 01)
  - Established 20 Communities of Interest (COI)
- Sorted all 25,000+ Civilian Marines into 21 Communities of Interest
- Developed and published the Marine Corps Civilian Workforce Campaign Plan

Civilian Workforce Campaign Plan

- Why do a Campaign Plan?
  - CMC White Letter No. 04-00 – June 2000
  - Voice of Civilian Career Advocacy Board (CCAB)
  - President's Management Agenda
    - Agencies must prepare 5-year restructuring plan
    - Adopt IT to capture knowledge and skills
    - Use of flexibilities to acquire and develop talent and leadership
- Action
  - DEC 02 – CCAB published the Civilian Workforce Campaign Plan
- Articulates the workforce campaign, a value proposition, survey findings, strategic goals and execution tasks

Civilian Workforce Value Proposition

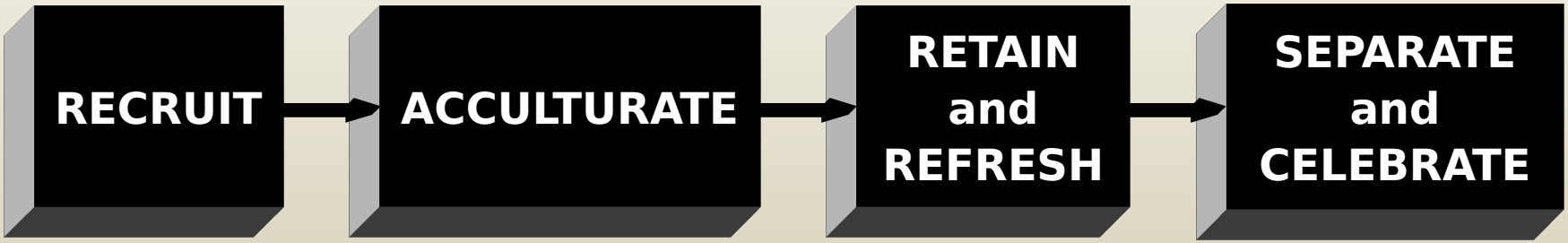
Support Our Marines. Be Part of the Team.

- Clear articulation of advantages of working for the USMC
- Answers: “Why would I want to work here?”
- Conveys: “What the USMC will offer” and “What the USMC expects of me”
- Cornerstone of the USMC Civilian Workforce Vision:
  - The Marine Corps will be the employer of choice for a select group of civilians imbued with the Marine Corps values of honor, courage, and commitment. They will serve as expert, innovative and distinctive team members, dedicated to supporting our Nation’s finest fighting force.

Civilian Workforce Strategic Goals

- Goal 1: Value Proposition
  - A workforce imbued with USMC Core Values
  - True teamwork, based on respect and mutual understanding
  - High performers will be attracted and will want to stay
- Goal 2: Total Force Management
  - Fact-based input to investment decisions
  - Will be able to identify and address emerging needs
- Goal 3: Flexible Career Opportunities
  - Institutional ability to “grow our own”
- Goal 4: Leaders At Every Level
  - Operational initiative at every level
  - Will have leadership skills needed to ensure mission success
- Goal 5: Workforce Management Expertise
  - Efficient and effective workforce management
  - Right people, at the right place, at the right time
- Goal 6: Performance Evaluation
  - Individual performance tied to mission accomplishment
  - Accountability

The Civilian Marine Work Life Cycle



- Recruit
  - Set the USMC apart as the “Employer of Choice”
- Acculturate
  - Indoctrination to USMC culture and history
- Retain and Refresh
  - Invest in our civilians through training, leadership development and career management
- Separate and Celebrate
  - Recognize and celebrate contributions to our Marine Corps Team

Expectations of Community Leadership

- ITM Representatives serve as Ambassadors for their Occupational Series within our community
- Establish a renewed sense of identity with fellow civilians working in IT professions
- Foster collaboration on the direction of our community
- Develop of civilian leaders within our community
- Improve retention through execution of strategic goals
- Infusion of new talent by appealing to a new generation

Expectations of Community Members

- Be Relevant!
- Be responsible for your career development
- Be Relevant!
- Aggressively pursue opportunities for yourself
- Participate in the direction of the community
- Share ideas and concerns

Departing Thoughts

- Commanders: It's your Civilian workforce, your training program, and your budget. I encourage you to review your budget and ensure that a adequate percentage is dedicated to civilian training and leadership development.
- Supervisors: Your subordinates are your responsibility. They will become the leadership of tomorrow. I encourage you to mentor your civilians and allow them to have the time they need to adequately pursue career development.
- COI Members: It's your career and your future. Be relevant and seek opportunity for your own advancement and the advancement of our Marine Corps team.

Questions and Answers

Back Ups

Civilian Workforce Strategic Direction

- Nurture, build and grow Civilian Marines through the integration of our value proposition throughout the entire work life cycle
- Establish an integrated Total Force management approach, including an assessment and adjustment process, for shaping the workforce of the future
- Provide flexible career opportunities throughout the entire work life cycle to shape the workforce
- Create leaders at every level to reinforce the value proposition
- Fortify workforce management expertise in military and civilian managers as well as HR professionals
- Structure the Civilian Marine performance evaluation system to foster teamwork and accountability and reward high performance

Goals Supporting Needs

- Identified Needs:
  - Elevate civilians as peer partners of military members
  - Create a comprehensive, programmatic approach to civilian management
  - “Break loose” its stagnant workforce by expanding development opportunities (including mobility and leadership assignments)
  - Invest in and enhance civilian training and development programs
  - Improve workforce management skills of supervisors
  - Improve its civilian performance management system

- Strategic Goals:
  - Integrate the value proposition
  - Establish an integrated Total Force management system
  - Provide flexible developmental opportunities
  - Create leaders at every level
  - Enhance workforce management expertise
  - Structure performance management for accountability and reward